

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:)	
Rothman, et al.)	Examiner: David Faber
Serial No.: 10/681,476)	Group Art Unit: 2178
Filed: October 8, 2003)	Confirmation No.: 7476
For: METHODS AND SYSTEMS FOR)	
PROGRAMMABLY GENERATING)	
ELECTRONIC CREATIVES FOR)	
DISPLAY ON AN ELECTRONIC)	Electronically filed November 11, 2008
NETWORK)	

AMENDMENT UNDER 37 C.F.R. §§ 1.111 and 1.114

Mail Stop AF
Commissioner for Patents
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Sir:

The following Amendments and Remarks are made in response to the Office Action mailed on August 14, 2008. A Request for Continued Examination (RCE) is also being submitted herewith. Reexamination and reconsideration of the application in light of the following Amendments and Remarks are respectfully requested.

Amendment to the Claims begins on page 2 of this paper.

Remarks begin on page 15 of this paper.